



Call to Order

An Executive Meeting of Strathroy's BIA was held on Wednesday, October 9th, 8am at the Seniors Centre in Strathroy. It was officially called to order at 8:06am, presided over by Cate O'Neill with Raegan Harding as secretary.

Attendees

Voting members in attendance included Brad Richards, Dave Brock, Demetri Makrakos, Robin Tiller, Sue Looman, and Tina Hawkins.

Approval of Minutes

Motion **1910-01** was made by Sue to approve the minutes of the September 11th Executive meeting. Robin seconded. All in favour, carried.

Actions/Main Motions

- Rogers Hometown Hockey & Halloween event info

An email campaign was sent out by Raegan at the end of September seeking BIA advocates to act as ambassadors, helping us coordinate and communicate information to and from our BIA members. Specifically, we need help distributing Rogers Hometown Hockey and Victorian Christmas info packs as there's going to be a lot happening in downtown Strathroy in the coming weeks and months!

Raegan has been working consistently with Leslie and Paul at town to carry out various Hometown Hockey tasks. It was noted that the downtown has recently been chosen as the official Hometown Hockey site and unfortunately this does bring with it significant road closures, as discussed at the General Meeting in September. Merchants can expect the town's by-law enforcement officer, Cody, to be around to visit them in the next few days, delivering road closure notices to downtown businesses that will be affected by the expansive and extensive closure.

It was noted that the road closure request includes four days, starting on Thursday October 31st and running until Monday November 4th, including most of the Frank & Front corridor. It has been suggested that we host a Halloween parade/party downtown to kick-off the Hometown Hockey weekend since the streets will be closed anyway. There's a number of community supporters who have offered Hometown Hockey sponsorships, but the event itself comes pre-sponsored and trademarked. Hosting our own event as an unofficial "opening ceremony" would allow us to take these generous businesses up on their offer(s).

This event will have to be pulled together in a fairly short time frame and we truly appreciate any offers to help out! Details will be revealed as they arise, so please bear with us during this process. In the meantime, please feel free to check out the town's website, where they have the most up-to-date Hometown Hockey information posted.

- Victorian Christmas

Cate reminded Board members that the Market footprint was used as a guideline for this event's planning and road closure, stating that there will be more Market vendors this year and that they will be placed along the centre of Frank and Front Streets, in single file, taking into account closed businesses and empty storefronts so that these spaces are "filled". Frank and Front will be the "hub" of activity with live entertainment performing at various times throughout the day. Cate noted that "off-site" merchants, such as those on Front St E, will be offered free space within this footprint, so that they don't feel left out of the events.

Cate and Alisha (Bossons) have managed to secure seven (7) golf carts which will serve as "Uber" carts for visitors that may have mobility challenges. The Rotary Club has offered to provide drivers for these carts and Cate has asked that they wear some sort of Victorian accessory to add to the day's theme. The Rotary Club has also offered volunteer services to man the bollards/entrances on Frank & James and Front & Caradoc Streets.

At the General Meeting, it was suggested that participating merchants will be provided with 4'x2' wooden candy canes so that they are more easily identified by visitors as active participants. Cate has received a quote of \$18ea from local ladies, 3 Women With Tools. She would like to have approximately 30 made which would cost about \$500.

Motion **1910-02** was made by Demetri to approve the funding for these candy canes. Tina seconded. All in favour, carried.

Raegan closed this discussion by stating that Victorian Christmas print materials will be ready to be handed out in time for the Hometown Hockey festivities to begin. The same block leaders will be asked to distribute these items that were utilized at the end of September to distribute Hometown Hockey items.

Treasurer's Report

Dave noted that the current BIA account balance sits at \$66,200.22

Motion **1910-03** was made by Dave to approve the BIA Budget review, as submitted. Brad seconded. All in favour, carried.

Promotions report

Raegan noted that the myFM radio ad campaign has been put on hold until October, when Hometown Hockey-related events will be advertised and then Victorian Christmas throughout November. It was also noted that myFM will be on-location at Victorian Christmas from 11am - 3pm on December 7th.

Beautification report

2020 flower order - looking ahead to next year's baskets & urns and the following flowers are under consideration:

- Morning Glory (blue)
- Dragon Wing begonia (red)
- Hybrid petunia (pink/purple)

Based on our watering schedule, Lisa at Thuss' recommends we stick with the begonias for best results. All flower choices would be combined with a mix of creeping jenny, potato vine & wandering jew.

General Manager's report

Raegan met with Greg and Demetri yesterday to discuss the coupon campaign, which has been put on hold as we await a quote from Ken at Blyth Printing, at Greg's request. It's unfortunately not looking like these will be done in time for Hometown Hockey unless this quote request comes back very quickly. There's also been some concern expressed over the size of the booklets and whether they should be full colour, etc. Greg feels very strongly about there being printing on the backside of each coupon as that is "prime real estate". Raegan will provide updates as more information is available.

Halloween Hockey Hoopla is moving forward as planned for Thursday, October 31st on Front St W, with "Hat-Tricks & Treats" running from 4 - 7pm and "Overtime" running from 8pm-11pm, with live music and refreshments. Prizes will be awarded for the best hockey-inspired individual or group costumes with categories for kids aged 5 to 15! We're asking visitors to bring a non-perishable food donation for the Salvation Army's "Hockey Feeds the Need" campaign. An event page will be created today on Facebook, so please share with your contacts.

Communications report

Our next meeting will be held on October 16th, with key topic of discussion being block leaders and

distribution zones for the BIA.

Business Advocacy

Demetri noted that Strathroy-Caradoc has a new Economic Development website that's mobile-friendly and loaded with new information, including data on key markets and sectors, links, maps, and lots of info on starting and/or expanding business. There's also a lot of great profile info on Strathroy-Caradoc, including community and lifestyle insights, locations of industrial parks and proximity to markets, as well as info on permits, taxes and utility rates.

Demetri also noted that we're 4-6 months away from rolling out Community Improvement Plan (CIP) initiatives like the Façade Improvement Program, for which applications should be due in May 2020. He is also looking into structural grants and he and Raegan have discussed the possibility of running a "Win this Space" storefront contest in the spring which would award one winner a rent-free space in downtown Strathroy's BIA. This initiative would likely incorporate a business plan and pitch competition along with some business training, mentoring and networking opportunities.

Other

It was noted that the township of Adelaide-Metcalfe has finally approved a site plan for a 90-room Holiday Inn Express, as well as a Wendy's, a gas bar/convenience store, and a restaurant all just south of the Tim Horton's on Centre Road.

Cate mentioned the upcoming Chamber of Commerce Business Excellence Awards gala, which she would like BIA staff to attend as a standing expense. The ticket costs \$60+hst per person (or \$400+hst for a table of 8). This gala honours and recognizes Chamber members who have made a difference through leadership and advocacy in our community, and a few of our BIA members are nominees.

Motion **1910-04** was made by Demetri to approve the purchase of one ticket for the General Manager to attend the Strathroy Chamber of Commerce Business Excellence Awards gala as a standing expense each year. Brad seconded. All in favour, carried.

Next Meeting(s)

Executive Meeting: Weds, Nov 13th, 2019 8am at the Seniors Centre

Adjournment

Motion **1910-05** was made by Demetri to adjourn. Tina seconded. All in favour, carried.

Secretary: _____ Date of Approval: _____